

# Advertising **Contract**

## California Schools Advertising Contract

This contract will authorize CSBA to run our advertising in the following issues of California Schools:

Magazine	Ad type (see chart on pg. 5)	Cost	Vertical, Horizontal Bleed
Winter 2021	_____	_____	V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Spring 2022	_____	_____	V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Summer 2022	_____	_____	V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Fall 2022	_____	_____	V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Winter 2022	_____	_____	V <input type="checkbox"/> H <input type="checkbox"/> B <input type="checkbox"/>
Newsletter	Ad type (see chart on pg. 5)	Cost	Month(s) (see calendar on pg. 3)
	_____	_____	_____
	_____	_____	_____

Preferred placement (please specify): \_\_\_\_\_

Business Affiliate discount (amount): \_\_\_\_\_

**Total Cost:** \_\_\_\_\_

## Terms and Conditions

- » Payment is required with contract for first insertion.
- » Invoices mailed upon publication, net 30 days. No cash discount. Interest on any overdue amounts is 1–1/2 percent per month.
- » All payments are net. No agency or cash discounts are permitted.
- » Rates subject to change upon 30 days notice in writing from publisher. Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.
- » An advertiser who fails to complete a committed schedule within the contract period will be subject to a short rate. Such cancellations will not be accepted after the closing date for space and must be in writing. The amount of the short rate is the difference between the order and the actual earned rate.
- » Cancellation of any portion of a contract voids all rate and position protection.
- » The publisher reserves the right to cancel or reject any advertising.

- » The publisher reserves the right to identify as “advertisement” any ads that appear in the magazine.
- » The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher.
- » The publisher is not responsible for errors in key numbers. All advertisements are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof.
- » Advertiser and agency agree to indemnify and save the publisher harmless from any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement.
- » Publisher’s liability for any error will not exceed the cost of space occupied by such error.

Company name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Payment is required with contract for first insertion.** All payments are net, no agency or cash discounts are permitted. Email your complete advertising contract to [businessaffiliates@csba.org](mailto:businessaffiliates@csba.org) or mail to the address below:

## Advertising Information/Advertising Materials

### California Schools magazine

3251 Beacon Blvd., West Sacramento, CA 95691

Fax (916) 372-3369 | [businessaffiliates@csba.org](mailto:businessaffiliates@csba.org)